



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Great American Media
1010 Wisconsin Ave. NW
Washington, DC 20007-3603

Contract # 846534
Schedule Dates 09/25/12-10/06/12
Advertiser Democratic Senatorial Campaign Committee (1635
Agency/T-Code Great American Media (2039)/556615156
Product Political - Non-Ballot Issue (1196)
Brand DSCC IE (175149)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name NAGELBERG,DAN
Phone/Fax /
CPE 49/53/1539
Account Types National/Political Issue - Agency
Billing Type Weekly/Irregular
Comments DSCC IE 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/02/12
Last Modified 10/02/12
Entered By Penne Marsh
CO-OP No
Headline # 06259834
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,923.00
Net Total \$44,897.00
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	37	\$24,760.00
Oct. 2012	39	\$28,060.00
Grand Total:	76	\$52,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	12P- 12:57P (ET)	10		X	X	X	X			20	\$475.00	\$9,500.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00	8/2/12
2.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	3:58P- 4:58P (ET)	5		X	X	X	X			10	\$650.00	\$6,500.00	Norfolk (WVEC) (WVEC)	DR. OZ	8/2/12
3.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	4:30A- 4:59A (ET)	1		X	X	X	X			2	\$60.00	\$120.00	Norfolk (WVEC) (WVEC)	13 NWS DYBREAK<	8/2/12
4.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	5A- 5:58A (ET)	5		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A	8/2/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:29P- 5:58P (ET)	1		X	X	X	X			1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30	8/2/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	5:29P- 5:58P (ET)	2		X	X	X	X				\$1,200.00		Norfolk (WVEC) (WVEC)	13 NWS AT 5:30	8/2/12
7.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	7:28P- 7:57P (ET)	5		X	X	X	X			10	\$1,750.00	\$17,500.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	8/2/12
8.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	9A- 10A (ET)	10		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	LIVE WTH KELLY	8/2/12
9.0	Normal Line / NCAA - FOOTBALL	09/29/12-10/06/12	9	:30	7:58P- 11:30P (ET)								3		\$350.00		Norfolk (WVEC) (WVEC)	COLLEGE FOOTBALL	8/2/12
10.0	M/G For 8.0.1 / SPOT	10/02/12-10/05/12	5	:30	9A- 10A (ET)	10		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	LIVE WTH KELLY	9/28/12
11.0	M/G For 9.0.1,9.0.2,9.0.3,9.0.4,9.0.5,9.0.6 / NCAA - FOOTBALL	10/06/12-10/06/12	4	:30	7:58P- 11:30P (ET)								1	1	\$2,100.00	\$2,100.00	Norfolk (WVEC) (WVEC)	COLLEGE FOOTBALL	10/2/12
12.0	M/G For 6.0.1 / SPOT	10/03/12-10/05/12	4	:30	5A- 5:58A (ET)	1			X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)		10/2/12

CONFIRMATION CONTRACT

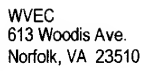
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 9/24
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I, DAN NAGELBERG
do hereby request station time concerning the following issue:

DSCC-IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

Total Charges: \$ 44,897 Net
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This broadcast time will be used by: DSCC-IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

#
846534

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCC-IE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):
 MARTHA MCKENNA, DIRECTOR IE
 430 S. CAPITOL ST SE
 WASHINGTON DC 20003

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/22/12 _____
 Date Signature Contact Phone Number 202-338-8700

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
 Penne Marsh Penne Marsh NSC
 Signature Printed Name Title